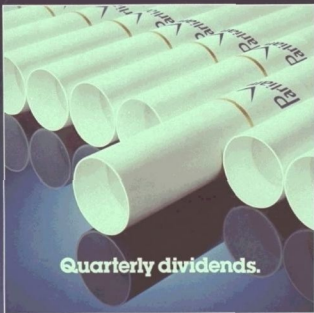


LEO BURNETT U.S.A.

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Quarterly dividends.

We've invested a quarter-inch of space at the end of our cigarette.

This quarter-inch keeps your lips from touching the tar that builds up on the filter.

Flash filters can't do that.

Which is why Parliament Lights are so tastefully light.

And that gives you a rather handsome dividend. Quarterly.



Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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17 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 81.

